

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Voluntary Public

Date: 11/4/2015

GAIN Report Number: AU1601

Austria

Post: Vienna

Undersecretary Scuse and U.S. Ambassador Emmerson visit Anuga Trade

Report Categories:

Trade Show Evaluation

Approved By:

Kelly Stange

Prepared By:

Andrea Fennesz-Berka, Leif Rehder, and Sabine Lieberz

Report Highlights:

The 33rd edition of ANUGA took place October 10-14, 2015, in Cologne, Germany. ANUGA, held biennially, is one of the largest and most important food and beverage fairs in the world with over 7,000 exhibitors from 108 countries and 160,000 visitors from 192 countries. More than 165 companies participated in the USA Pavilions at ANUGA 2015, with the largest U.S. presence in the Fine Foods Hall, followed by the Meat & Poultry Hall. Smaller-sized USA Pavilions were found in the Organic, Drinks, Frozen Food, Dairy, and Bread, Bakery, and Hot Beverages Halls. USA Pavilion exhibitors reported on-site sales of \$13.5 million and \$97.37 million in 12-month projected sales

Highlights for USA Pavilion exhibitors at ANUGA were two VIP visits. On the first day of the show, Under Secretary of Agriculture Michael T. Scuse opened up the USA Pavilion with a ribbon-cutting ceremony and an exhibitor meet and greet. U.S. Ambassador to Germany Mr. John B. Emerson visited with U.S. exhibitors on the last day of the show.

General Information: Executive Summary

The 33rd edition of ANUGA took place October 10-14, 2015, in Cologne, Germany. ANUGA, held biennially, is one of the largest and most important food and beverage fairs in the world with over 7,000 exhibitors from 108 countries and 160,000 visitors from 192 countries. More than 165 companies participated in the USA Pavilions at ANUGA 2015, with the largest U.S. presence in the Fine Foods Hall, followed by the Meat & Poultry Hall. Smaller-sized USA Pavilions were found in the Organic, Drinks, Frozen Food, Dairy, and Bread, Bakery, and Hot Beverages Halls.

Highlights for USA Pavilion exhibitors at ANUGA were two VIP visits. On the first day of the show, Under Secretary of Agriculture Michael T. Scuse opened up the USA Pavilion with a ribbon-cutting ceremony and an exhibitor meet and greet. U.S. Ambassador to Germany Mr. John B. Emerson visited with U.S. exhibitors on the last day of the show.

The show supports companies of all sizes, from large, long-established firms to newcomers to the food industry. Out of a total of 165 companies, 10 were minority-owned companies and 61 were first time trade show participants. USA Pavilion exhibitors reported 2,168 serious trade contacts and introduced more than 737 new product variations, including organic chicken, pork products, Wagyu beef, seafood, animal feed, bagel chips, dried blueberries, ginseng soft drinks, organic and frozen soup, organic spice blends and chili, pistachios, sunflower seeds, peanut oil, peanut powder, oatmeal bars, coffee concentrate, almond milk, veggie chips, cheese, smoothies, and popcorn.



Under Secretary Michael Scuse, FAS Agricultural Attache Kally Stange and exhibitors of the U.S. pavilion in the Organic Hall



With so many new products entering the market, a very special highlight of the U.S. pavilion is the "New Product Showcase USA", sponsored by the U.S. Department of Agriculture. This showcase provides an overview of innovations launched during ANUGA by U.S. exhibitors. Featured highlights included the hot and spicy Triple Crown Organic BBQ sauce by Acme Organics and Cappel's new green tea smoothie mixes. Other gourmet attention grabbers were Setton Farm's Dark Chocolate Covered Pistachios and La Panzanella's Mini Croccantini Crackers flavored with black pepper, rosemary, sesame or whole wheat.

In total, the seven ANUGA USA Pavilions occupied almost 33,000 square feet or half the size of a football field, making it the largest pavilion to date in terms of space. The exhibition concept behind

ANUGA is unique with its “10 Trade Shows in One,” which divides this enormous event according to product segments. This format is appreciated by the exhibitors who are able to meet with a wide variety of importers. “ANUGA provides a great chance to network with customers in the entire Europe region,” said Dan Pronsolino of Sierra Valley Almonds.

USA Pavilion exhibitors reported on-site sales of \$13.5 million and \$97.37 million in 12-month projected sales. Brennan Frea from Sun Valley Raisins commented that it was “a very productive show; we could not have asked for a better outcome.” New customers were getting to know the quality of U.S. products and traders were moving product. For example, there was one particularly good success with U.S. almonds thanks to sustained market development efforts by FAS Sofia, which recruited 9 Bulgarian buyers to the show. As a result of FAS Sofia’s continuous help and support, a Bulgarian importer of tree nuts closed a contract for 2 containers of U.S. almonds estimated at \$450,000. It confirms that statement of Dean Nelson that in the EU, “consumers continue to enjoy health benefits and taste of California almonds.”

The 2015 edition of ANUGA was a real stepping stone for U.S. companies seeking to reach the lucrative European market. It followed on the heels of the U.S. food export industry’s success at two other major trade shows in Germany: Biofach, the largest organic food show exhibitions in the world, and FruitLogisitica, the largest fruit show in the world. The U.S. pavilion is organized by Koelnmesse, Inc., the Chicago-based North American arm of the ANUGA Show organizer, in cooperation with the U.S. Department of Agriculture, assisting U.S. companies to reach international export markets.

Highlights of Under Secretary Scuse’s Visit

Under Secretary Scuse’s visit started with the official opening ceremony of ANUGA 2015 where he met Christian Schmidt, Federal Minister for Food Agriculture. He also spoke with Koeln Messe CEO Gerald Boese about the outlook for the trade that year’s show.

After the opening ceremony, Mr. Scuse toured the meat pavilion with John Brooks, Regional Director Europe, Russia and the Middle East of the U.S. Export Federation (USMEF). The Meat & Poultry Pavilion hosted renowned brands such as Tyson Foods, Smithfield, and Perdue. This was followed by visits with exhibitors of the U.S.A. Poultry and Egg Export Council (USAPEEC) with James Sumner, President of USAPEEC.



Michael T. Scuse (Undersecretary of Agriculture) meets Christian Schmidt (Federal Minister for Food and Agriculture).

he
and

this

USA
for
Meat

The tour of the USA Meat & Poultry Pavilion was followed by a lunch with cooperators at the ANUGA guest club. Participants were Andy Anderson (Executive Director, Western United States Agricultural Trade Association), Bernadette Wiltz (Executive Director, Southern United States Trade Association), Suzanne Milshaw (International Marketing Program Manager, Food Export-Northeast), Teresa Miller (International Marketing Program Manager, Food Export-Midwest), Nathan Notah (Program Director, Intertribal Agriculture Council), Monique Marez, (Associate Director for International Trade, Organic Trade Association), and Mette Petersen, President & Managing Director (Koelnmesse-North America).

The cooperated lunch was followed by [an interview](#) with the U.S. Rice Federation for their webpage and their YouTube channel.

After the interview, Mr. Scuse gave short welcome remarks and officially opened the U.S. pavilion in the fine food hall with a ribbon ceremony. Then Mr. Scuse toured the U.S. Fine Pavilion, which featured staple products from manufacturers such as Seneca, Magic Time, Diamond Almonds and many others. He met exhibitors from the Western United States, Southern United States, the Midwest and Northeast, the Dry Bean Council, and the American Indian Food Booth. The Western and Southern U.S. Agricultural Trade Associations alone brought 41 companies that displayed many of the high-quality specialties of their region.



cutting
Food

Matte Petersen (Kölnmassa), Tim Powers (USDA), Bernadette Wiltz (SUSTA), Teresa Miller (Food Export Midwest), and Michael Scuse.

Blue

The last stop was at the Organic Hall. The fast-paced growth of organic sales was highlighted by visits with 16 companies from the Organic Trade Association (OTA). The featured companies were selling all-organic products ranging from ingredients to snack food to ready-to-serve meals. They all were excited about the sales potential for U.S. organic products in Europe.

Under Secretary Scuse was impressed with the trade show and especially with exhibitors' comments on how they could never have exhibited without USDA's help. Exhibitors working to export to the European market were energized by the show and the market potential for U.S. products. Sean Hays of Green Valley said, "Interest continues to grow in the EU. Customers know of pecans but have limited knowledge about use options. Until now Europeans used pecans mostly for snacking but we are now at the point where they begin to use them also for baking and in salads."



Matte Petersen (Kölnmassa), Michael Scuse and Kelly Stanga



Chris Crutchfield (American Commodity Company), Hartwig Schmidt (USA Rice), and Michael Scuse.

U.S. Ambassador to Germany John B. Emerson's tour of the USA Pavilion

U.S. Ambassador John B. Emerson, joined by his wife, Kimberly Marteau-Emerson, U.S. Consul

General Michael R. Keller and U.S. Commercial Service Attaché Ken Walsh, toured the USA Pavilions on the last day of the show. The tour started with a meeting with Gerald Boese, CEO of Koeln Messe. The delegation then headed to the USA Fine Foods Hall to visit the exhibitors supported by the Western United States Agricultural Trade Association, Southern United States Trade Association, Food Export-Northeast, Food Export-Midwest, and the Intertribal Agriculture Council.



Ambassador Emerson meeting Koeln Messe CEO Gerald Boese



2016 will be the Year of The Pulse. U.S. Consul General Michael R. Keller, U.S. Ambassador John B. Emerson, Mrs. Kimberley Emerson, Divyash Patak and FAS Kelly Stanga

Ambassador Emerson met with a wide range of exporters

in the Fine Foods Hall, from large California dried fruit and nuts companies, to small, first time exporters of specialty jams and sauces. One exporter, Paul Schatte of Head Country and Exporter of the Year 2013 for the State of Oklahoma, explained to the Ambassador that ANUGA is a great venue for their company's barbecue sauce because, "Barbecue is becoming increasingly popular throughout the world. Outdoor cooking is the oldest method of cooking and we in the United States have perfected it."



Kimberly Emerson, Ambassador John B. Emerson and Johanna Stobbs, U.S. Dry Bean Council



Ambassador Emerson and Kimberly Emerson meeting with U.S. almond exporters.

Cordoba Foods' David Mena was selling premium Dulce de Leche and chimichurri sauces under the brand Gaucho Ranch Products. When asked how the show was going, he replied that, "Our products have a tremendous reception in Germany and throughout Europe."

The delegation also met with all of the exhibitors at the USA Organics Pavilion. Monique Marez,

Associate Director for International Trade, Organic Trade Association, led the group through the pavilion and highlighted the market opportunities for U.S. organic specialty products in the EU market. Sally Cox of Excel Trade remarked, “The market for gluten free products is growing by 30 percent while total organic market is growing by 8 percent.”

The last stop was at the USA Meat & Poultry Pavilion to meet with USMEF and USAPEEC representatives. John Brook of USMEF introduced Ambassador Emerson to the 11 beef exhibitors, many who were long established exporters of high-quality beef to the EU market. The delegation got to sample some of the high-quality steak that is currently being exported to Germany. Greg Tyler from USAPEEC also introduced a selection of the 18 poultry exporters at the show and discussed some of the challenges faced by the poultry industry in accessing different markets.

FAS Support of ANUGA

FAS had a delegation of 16 people, from Under Secretary Scuse to Agriculture Marketing Specialists from across Europe to trade show staff from Washington. All year long, FAS works closely with show organizers, importers, logistic managers, import inspectors, government officials and many others to make this the best show for U.S. exporters looking to sell their products. ANUGA, the world’s largest trade show, is the perfect venue to make introductions and to experience the vast range of innovative American products and the high quality and safety that U.S. producers can deliver.



TEAM USDA at ANUGA 2015: Andrea Farnasz-Barka, Monica Dobrascu, Kerstin Kruger, Kelly Stange, Alexander Todorov, Under Secretary Michael Scuse, Laif Rahdar, Patra Hrdlickova, Jolanta Figurska, Tim Powers, and Sharon Cook. Not pictured: Susan Phillips, Hilda Brans, Sabina Lieberz, Marcal Pincknars, Julia Nicholson